



It's a SanRio Invasion!

Aruba has been invaded, and the children of the island are there to face the enemy! On Monday evening, on the Avenida Milo Croes, in what was the Noel's Gift Shop the battle was fought! Aruba's purchasing public in droves faced off against opponents that go by the names of Hello Kitty, Chococat, Badtz-Maru, Chi-Chai Monchan, and Cinnamorol. As to who were the victors, this is debatable. Most of the combatants went home as backpacks, handbags, and every form of back-to-school necessity, and the kids that received these beautifully crafted goods will display them triumphantly. Most likely, the parents that bought them felt defeated when they checked their wallets afterwards.

This invasion from Japan is the collection of characters that now inhabit the shelves of the new SanRio store in Dakota, which carries the full line of these delightful and popular products. "SanRio accessories are for ages from birth to beyond," reports International Sales Manager Kathy Kieffer, in Aruba from the states to support the opening of the store by owners Glenda and Erwin Noel. A crowd of eager shoppers awaited the official opening, and literally snatched the adorable items off the shelves.

The diverse line of goods are for boys and girls, babies and adults and will completely outfit a room, school ensemble, or accessories one's favorite pastime in any of their themed characters. SanRio is also celebrating thirty years of unabated popularity in character items. "We equate the success of SanRio with the fun, happy themes our characters represent, our continual innovations in presenting new products every six months, and the fresh ideas we offer," elaborated Ms. Kieffer.

It is time for Aruba parents to outfit their children for back to school, and the SanRio store's timely opening eagerly anticipated children and their parents that are knowledgeable about SanRio products on Monday night. The SanRio store is also featuring a back-to-school raffle, and with the purchase of twenty-five Aruban florins or more, each customer receives a raffle ticket that can win them a special issue one-of-a-kind prize. These include a beautiful make-up bag, keychain, pen, and watch, all with the SanRio themed characters; rare items that cannot be purchased.

So whether you are looking for a school bag for your son, or a computer bag for yourself, the Sanrio store has items of distinction that are well made and reasonably priced. This is a welcome invasion to Aruba's shores, and consumers were well up to the challenge!